

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMR 2044 PROMOTIONAL MARKETING
(All sections / Groups)

11th OCTOBER 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS:

1. This Question paper consists of 4 pages with 2 Sections only.
2. **Section A:** Answer all **TWO (2)** questions.
Section B: Answer any **TWO (2)** of the **THREE (3)** essay questions.
3. The distribution of the marks for each question is given at the end of each question.
4. Please write all your answers in the Answer Booklet provided.

SECTION A: ESSAY QUESTIONS (50 MARKS)**INSTRUCTION: ANSWER ALL TWO QUESTIONS**

You had received the following print advertisement. This advertisement was created to respond to MMU's Corporate Communication Unit requesting students to take part in the MMU Invention Showcase 2017.

MMU
Multimedia University

Inquire
Inspire
and
Innovate

MMU Invention Showcase 2017

"MMU, the forefront of invention and research activities"

Prof. Dr. Heng Swee Huay, MMU's Vice President of R&D

Join NOW!

Gaining The Invention Knowledge, Make Your Future Brighter!

Here is the opportunity for students to recognize the interesting of Innovation, at the same time make them become a good entrepreneur in the future by generating of new ideas for entrepreneurship and innovation from the "MMU Invention Showcase 2017".

Who is joining? Delta's year students who are graduating from MMU.

What is the showcase? "MMU Invention Showcase 2017" to introduce its award-winning innovations.

When? This showcase will be organized in year 2017 conjunction with the University 21th anniversary.

Organized by? This showcase will be organized by the Collaboration and Innovation Centre (CIC) and MMU Group and officiated by MMU's President, Prof. Dr. Ahmad Rafi Mohamed Esahq.

*** Key highlight of MMU Invention Showcase 2017**

- Knowledge Sharing Sessions
- Background in 3D Printing, Big Data Analytic, Engineering and IP commercialization
- 32 award winning inventions

"Enriching yourself,
Discovering yourself."

TM Education Group

Figure 1

A brief description of MMU Invention Showcase 2017

Ad Problem:

The participation of MMU's students, as inventors, has not been encouraging. Possible reasons: 1) students' exposure to innovation was so brief that most students were not aware of the actual benefits they studied; 2) limited promotion campaigns to advertise the showcase; 3) students were not able to notice the invention showcase and 4) subjects-based assignments were not converted to industrial-linked projects.

Why MMU organise Invention Showcase

Multimedia University (MMU) will organise "MMU Invention Showcase 2017" to 1) introduce its award-winning innovations to industries and community particularly on the trending and emerging technologies in ICT and engineering; 2) to strengthen its strong culture for innovation by embarking on 'i-University' initiative since 2015; 3) to stimulate the generation of new ideas for entrepreneurship and innovation; 4) to optimise the commercialization of students' research and development (R&D) and innovation due to current global economic challenge

The event will be organised by the Collaboration and Innovation Centre (CIC) and MMU Energy in conjunction with the University's 21th anniversary. It will be officiated by our President, Prof. Dr. Ahmad Rafi Mohamed Eshaq.

Advertising Objective:

To promote this showcase and to promote invention effort as the most durable knowledge in the entire BBA program.

Target Market:

Delta's year students who are graduating from MMU, age 21-24.

These students will start their first job and need state-of-the-art knowledge in every aspect of gaining market intelligence.

Selling Idea:

To motivate students to participate as inventors for the showcase.

Media Consideration

Printed advertisements only

Continued...

QUESTION 1

You are required to EVALUATE the advertisement (Figure 1) based on the requirements of a good advertisement. Your assessment should be based on 1) LAYOUT and 2) ELEMENTS of an advertisement, following five ad structures – 2a) whether the headline indicates any promise of benefit; 2b) whether the sub-headline spells out the benefit; 2c) the presence of amplification of story; 2d) proof of claim; and 2e) any action to take. Students are required to assess whether the requirements are relevant/irrelevant, appropriate/inappropriate, suitable/not suitable and attractive/not attractive with regard to Figure 1. Each requirement has to be assessed and discussed with examples.

[Total: 25 marks]

QUESTION 2

You are required to IMPROVISE the print advertisement of Figure 1 by sketching the new advertisement on a A4-sized plain sheet. The sketch advertisement must include new DESIGN and inspiring messages, that motivate students to respond to the advertisement and can get through all the clutters and in the same time reserve the requirements of five ad structures.

[Total: 25 marks]

SECTION B: ESSAY QUESTIONS (50 MARKS)**INSTRUCTION: ANSWER ANY TWO (2) QUESTIONS****QUESTION 3**

“Many companies encounter brand parity problem” (Clow & Baack, 2014; p53)

- a) Based on the statement above, identify and discuss any five (5) disadvantages of brand parity. Elaborate your answers with examples.

(10 marks)

- b) Pick MMU as a brand. How do you identify the appropriate image to regain its market share. Suggest any three (3) methods to identifying appropriate image. Each method should be supported with examples.

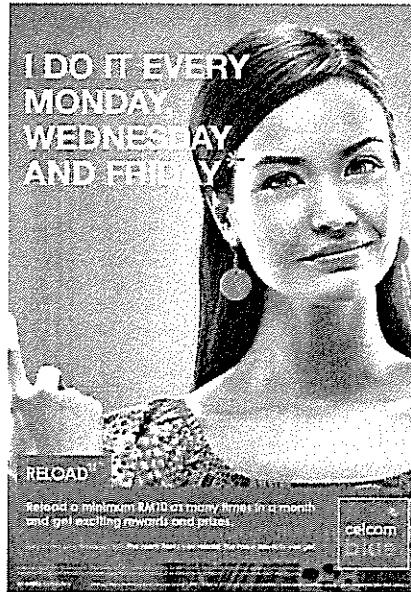
(9 marks)

- c) How do you create the desirable image for MMU? Suggest any two methods and elaborate each with examples.

(6 marks)

[Total: 25 marks]

Continued...

QUESTION 4**Figure 2**

- a) Define product positioning. (5marks)
- b) Identify and discuss the type of positioning approach of Figure 2. (5 marks)
- c) Besides the positioning approach of Figure 2, discuss other three (3) types of positioning approaches that can be used in Integrated Marketing Communication. (6 marks)
- d) Discuss any three (3) elements of Creative Brief that can be identified in Figure 2. (9 marks)

[Total: 25 marks]

QUESTION 5

- a) Discuss any two (2) types of affective message strategies that can be best used for creating a good advertisement. Each discussion must be supported with examples. (10 marks)
- b) Discuss any three (3) advantages and two (2) disadvantages of newspaper advertising with examples. (15 marks)

[Total: 25 marks]

End of Page.